



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Diane R. Hammerstad

5 Serial No.: 09/768,990

Examiner: Arthur D. Duran

Filing Date: Jan 23, 2001

Group Art Unit: 3622

Title: Delivery Of Time Significant Advertising

10 **ASSISTANT COMMISSIONER FOR PATENTS
WASHINGTON, DC 20231**

**DECLARATION OF PRIOR INVENTION IN THE UNITED STATES TO
OVERCOME CITED PATENT OR PUBLICATION (37 C.F.R. § 1.131)**

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PURPOSE OF DECLARATION

1. This declaration is to establish completion of the invention in this application in the United States, at a date prior to December 22, 2000, that is the effective date of the reference, US Patent Application Publication (filing date: December 22, 2000), that
20 was cited by the Examiner.

2. The persons making this declaration is the inventor.

FACTS AND DOCUMENTARY EVIDENCE

25 3. To establish the date of completion of the invention of this application, the following attached document is submitted as evidence: a copy of an internal company invention disclosure giving a detailed description of the invention (Invention Disclosure 10005378).

30 4. The dates stated on this document have been redacted. However, applicants hereby declare that the redacted dates on this document are earlier than the effective date of the reference, December 22, 2000. Therefore, this document provides evidence that

the invention in this application was made at a date earlier than the effective date of the reference, December 22, 2000.

TIME OF PRESENTATION OF THE DECLARATION

- 5 5. This declaration is submitted in response to a new reference introduced as part of a final rejection.

DECLARATION

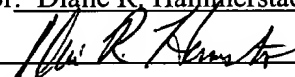
- 10 6. As a person signing below, I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.
- 15

SIGNATURES

Full name of inventor: Diane R. Hammerstad

Inventor's signature

Date



12/08/05



HEWLETT-PACKARD COMPANY
INVENTION DISCLOSURE

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Disclosure Number:	10005378	Patent Coordinator:	Diane Hammerstad
Date/Time Docketed:	[REDACTED]	Functional Mgr:	Ken Crangle
Attorney:	R.A. Jensi	Initiator(s):	Diane Hammerstad
Entity/Division: (i.e. DMS/PMO)	DMS / DPS	Initiator Date:	[REDACTED]

For Legal Department Use Only

1. What is the Descriptive Title of your Invention?

Advertising Based the Current Time for the Recipient

2a. Name of Project:

2b. Product Name or Number:

I-5

N/A

3. Who are the Inventors?

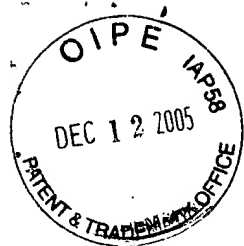
Full Name (i.e. John S. Doe)	Greeted as (Nickname)	Employee #	Div. (i.e. PMO, FXD)	Work Phone	Mail Stop #	Home Address/ Mailing Address (if different)	Citizen- ship
Diane R. Hammerstad	Diane	306893	DPS	541-715-0180	123A	[REDACTED] Corvallis, OR 97330	USA

4. What is the Legal History of your Invention?

Legal Question	Y/N	When?	Who/What/Where?
Invention Workable?	Y		
Invention Witnessed?	N		
Invention Publicly Disclosed?	N		
Invention Disclosed under CDA?	N		
Invention in a Present/Future Product/ Project?	N		
Invention Under Government Contract?	N		

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5. What is the Licensing Value of your Invention?

Licensing Value Question	Answer
In 25 words or less, what problem does your invention solve?	Allows more time relevant advertising to be presented to the user. For example, restaurants that serve several meals in a single day could target breakfast, lunch and dinner specials based on the time of day the publication is to be received.
Has this problem been solved before? If so, how?	Zip codes are being used to identify the whereabouts of an individual, but I do not know of the advertising that changes due to the timeframe of deliveries.
In 25 words or less, how did you solve the problem?	Created and advertising engine that know the relative location and therefore the time, of the delivery, and uses this parameter to determine its advertisements.
Why is your solution better than other solutions?	There are some ads that are more desirable to receive on particular days, or at particular times.
Why would our competitors want to use (and pay us for) your solution?	This further enhances the targeting capability of a publishing system with respect to advertisements
How could you detect that someone else was using your invention?	If you received a static publication, hourly and the advertisements changed to reflect the time of day.
What is the best "prior art" you know of?	Using Zip Codes to target local advertising, and as another disclosure from Joseph Jacob states Zip Codes can be used to target the type of advertising.

**6. Enter the detailed description of the problem and your solution below.
Include any other information (drawings, graphs, flowcharts, code, notebooks, etc) that will help make your invention more understandable.**

Problem:

Advertisements generated from traditional ad engines use user profiles to generate targeted ads. This process can be enhanced if the ads also have a time field when relevant.

Solution:

Created an advertising engine that monitors the zip codes, and therefore dishes up ads that are appropriate for that delivery time. A breakfast special at Denny's Restaurant might be delivered only during from 1 AM to 10AM local time. This means that the national ad for Denny's in New York at 1AM would be different from the ad on the West Coast that was being delivered at 11 PM. For proximity advertising onto wireless devices, it would be easy to set up a time to deliver ad tag for each advertisement. This time parameter could also be used to determine how much the advertiser has to pay the advertisement.

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Examples:

As with Prime-Time TV, where networks base their advertising prices on the number of impressions, the same thing could hold true for proximity advertising and the "local rush hour". Advertisers of festivals and other one-time events may choose to turn off their advertising based on the distance away from the event an individual is. (Concentric time/zip code circles)

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